



WFTS

ORDER

Print Date 11/02/12 Page 1 of 2

Flight Dates 10/29/12-11/06/12

Contract / Revision 315862 /

Original Date / Revision
10/24/12 11/01/12

Advertiser Republican Party of Florida

Agency Southern Campaign Resource

Buying Contact

235 East Virginia Street
Tallahassee, FL 32301

Product

Republican Party of Florida - Peters

Agency Com 15%

Billing Contact

235 East Virginia Street
Tallahassee, FL 32301

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBHS	%	
WBSV	%	
WCLF	%	
WEDU	%	
WFLA	%	
WMOR	%	
WTOG	%	
WTSP	%	
WTTA	%	
WTVT	%	
WUSF	%	
WVEA	%	
WWSB	%	
WXPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	10	\$15,980.00	\$18,800.00	0.00	10/29/12	11/01/12	10	\$15,980.00	\$18,800.00
Totals	10	\$15,980.00	\$18,800.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WFTS	10/29/12	11/02/12	M-F 6-7a ABC Action News	CM	558-7a	MTWT---	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWT---			2		\$1,000.00		0.00				
N 2	WFTS	10/29/12	11/02/12	M-F 7-9a GMA GMA	CM	658-9a	MTWT---	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00



WFTS

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Contract / Revision **315862** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Republican Party of Florida** Product **Republican Party of Florida** Estimate #

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WFTS	10/29/12	11/02/12	M-F 7-9a GMA GMA	CM	658-9a	MTWT---	:30	4	\$1,200.00	P-2	0.00 NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWT---			4		\$1,200.00		0.00			
N 3	WFTS	10/29/12	11/02/12	M-F 11-1135p ABC Action News	CM	11-1135p	MTWT---	:30	4	\$3,000.00	P-2	0.00 NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWT---			4		\$3,000.00		0.00			
													Totals	10 \$18,800.00